MAY UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

REGISTRATION No. ___

to be to be to be

769

REGISTRATION SECTION

SUPPLEMENTAL REGISTRATION STATEMENT

Pursuant to Section 2 of the Foreign Agents Registration Act of 1938, as Amended

For Six Months Period Ending December 31, 1963 Charles Commence Control 1216 . 16

1. (a) Name of Registrant.

Japan National Tourist Association. #769

(b) All other names used by Registrant during the period.

C

None

(c) Address of principal office.

(C) . () 33. . 45 Rockefeller Plaza, New York 20, New York

(d) Name of person or persons in charge of principal office.

Masayoshi Fukunaga

- 3. If Registrant is a nonbusiness membership organization, state-
 - (a) Approximate number of members in the United States12.....
 - (b) Approximate number of members outside the United States2500
- 4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address of oficial	Date connection began	Position, office, or nature of duties
Hitoshi Kawai	September, 1963	Promotion Manager, New York
Junichi Matsumoto	August, 1963	Director, San Francisco
Takeshi Tamura	October, 1963	Asst.to Director, Chicago
Susumu Yamaji	October, 1963	Director, Honolulu

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address of official	Date connection ended	Reason for ending connection
Kaizo Sekido	August, 1963	Returned to Japan
Tatsuo Osako	August, 1963	Returned to Japan
Atsushi Otaguro	October, 1963	Returned to Japan
Masami Sato	August, 1963	Terminated position

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

Name and address of branch, unit, group, or organisation

Nature of connection with Registrant

Name and address of person in charge

None

(b) All branches and local units of Registrant and all other component or affiliated groups or organisations which ceased to operate during the period.

Name of branch, unit, group, or organisation

Reason operations ceased

None

6. All persons who at any time during the period were foreign principals of Registrant.

Name and principal address

Is person still a foreign principal of Registrant?

If not, give date connection ended

pan National Railway; Japan Travel Bureau; Ministry of Transportation; Japan Federation of Tourist Associations; Japan Tourist Association; c/o Japan Travel Bureau, 1-chome, Marunouchi, Tokyo

Yes

See Schedule "A"

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal

As in the past, the registrant's principal activities are basically to promote the interests of the general public in the United States to become aware of the beauty, heritage, and culture of Japan, in order to stimulate them to become potential tourists to that country. registrant distributes pamphlets, leaflets, still pictures, motion pictures, delivers talks, more particularly set forth hereinafter, upon requests by organizations and individuals.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

None

- 9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:
 - (a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

	Name and address of employee or other individual	Nature of any changes during period in activities for Registrant or its foreign principals	Has connection with Registrant ended?
ı.	TOCHIN HATAMANIT	None (None	No
2.	Sumie Hiraoka Marutani	<u>'</u>	11
3.	Mikio Sudo	1 1	** **
4.	Tomoo Kagayama	IT	11
5.	Michitaro Yamaoka	!!	
6.	Yoshihiro Matsumura	fl .	11
	Morio Tsukagoshi	II	11
	Hirofumi Iwata	n	11
	Masao Nakamura	ti .	11

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

Name and address of employee or other individual	Nature of services or assistance rendered	Has connection with Registrant ended?	
Hitoshi Kawai Junichi Matsumoto Takeshi Tamura	Promotion Manager, New York Director, San Francisco Asst. to Director, Chicago Director, Honolulu	No "	

- 10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:
 - (a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

Date funds received Name of foreign principal from whom funds received

Purposes for which received

Amount received '

(b) All amounts réceived during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows: 1

Date funds

Name of person from whom received

Purposes for which received

Amount received *

NONE

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows: *

Date payment was made

Name of person to whom payment was made

Purposes for which payment was made

Amount of payment *

SEE SCHEDULE "C"

^{&#}x27;Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by whom delivered

Number of speeches, lectures, and talks delivered

Number of radio broadcasts

SEE SCHEDULE "D"

. 1 1	. P1	·	Circulars	a	5) Lantern slides	. ¥
(1)	Press releases	• ••• X •••• (0)	Circulars	(6) Lanciu silves	• • • • • • • • • • • • • • • • • • •
(2)	News bulletins	(9)	Form letters	(10	6) Still pictures .	s, a + + ++++
(3)	Newspapers	, (10)	Reprints		7) Posters	2 P 9 P T-VEFT
(4)	Articles	(11)	Copies of speech	1084 106-	B) Photographs .	
(5)	Books	• •••••	broadcasts	(19) Charts	
(6)	Magazines	(12)	Radio programs .	(20) Maps	4 5 5 g anguare.
(7)	Pamphlets	* (13)	Radio scripts) Other publication	AS
		(14)	Moving pictures .	X		
(c)	Preparation and distri	ibution of publi	cations referred	to in answer to (b) a	above.	
	Description of publication	By whom written, or prepared		vhom printed, produced, or published	By w distrib	
	General Jap	oan Nation	al Tourist	Association	office	staff

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.
 - (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

COPIES ENCLOSED HEREWITH

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.
- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-1408? If not, explain why any such reports were omitted.

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

Name of government, party, or official, or agency thereof

Nature of changes during period in Registrant's connections therewith

NONE

(b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

Name of organization or combination

Nature of changes during period in Registrant's ownership or other pecuniary interest Nature of changes during period in any direction or control exercised by Registrant

NONE

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

Name of organization, group, or individual

Nature of changes during period in ownership, supervision, direction, or control

NONE

((104. 0)

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

Name of person from whom subsidy or financial assistance received

Nature and amount of subsidy or financial assistance

Government of Japan, Ministry of Transportation

14. File the following exhibits with this statement:

Short Form Registration Statement - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

- (a) All partners, officers, directors, and similar officials of Registrant.
- (b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

Pater Style of

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

	Masayoshi Falla	mafr
	Masayoshi Fukuna	
(Both copies of this statement shall be signed and sworn to fore a notary public or other person authorized to administer the, by a majority of those partners, officers, directors, or perms performing similar functions who are in the United States. no such person is in the United States, the statement shall be med and sworn to by the duly authorized representative of	(Signature)	
n Rogistrant.)	(Signature)	
	(Signature)	****
		٠.
i garanta kan ing kanalan kan Ing kanalan ka		*
Subscribed and sworn to before me atNe	w.York, New York	*************
3 X		
	Thomas Than	2017
THOMAS T. HAYASHI NOTARY PÜBLIC, State of Ne No. 41-6814300 Qualified in Queens Count Term Expires March 30. 19	y _	filoer)
My commission expires	10	

JAPAN NATIONAL TOURIST ASSOCIATION

45 Rockefeller Plaza, New York 20, N. Y. Phone: Plaza 7-5640 • Cable: TOURIST

Offices in Tokyo, Chicago, Dallas, San Francisco, Mondalulu, Toronto, London, Paris, Bangkok, Sydney, Frankfurt

REGISTRATION SECTION

JAPAN NATIONAL TOURIST ASSOCIATION Registration #769

SCHEDULE "A" - Itom 6

The Japan National Tourist Association was organized on April 8,1959 by virtue of a special law as a national organization to be devoted to the promotion and development of Japan's tourist industry under the supervision of the Ministry of Transportation and is operated with government capital and subsidies and local donations from various organizations of carriers, travel agents, hotels, public entities and so forth.

With the inauguration of the new organization, the old Japan Tourist Association, founded on June 1, 1955, and having been devoted to international tourism, and the Japan Federation of Tourist Associations, concerned with domestic travel, were merged into the new Japan National Tourist Association.

The Association, a non-profit, government capitalized and subsidized organization, carries out (1) international tourist publicity activities, (2) improvement and expansion of accomposition and other facilities in Japan for tourists from abroad, (3) participation in overseas fairs and expositions, (4) making investigations and research works on matters relating to tourist business, (5) issuing publications on travel and (6) other business that will help in attaining the objects of this association.

The Japanese Government's capitalization and subsidies are appropriated through legislation approved by the Japanese Diet.

Japan National Tourist Association Registration # 769

SCHEDULE "A" - Item 6.

The Japan National Tourist Association was organized on or about June 1, 1955 by the present four principal contributors:

Japan National Railway
Japan Travel Bureau
Ministry of Transportation
Japan Federation of Tourist
Associations

The Japan Federation of Tourist Associations was recently reorganized, and is now a part of the Japan Mational Tourist Association.

The funds of the Japan Tourist Association are contributed by the aforement ioned four organizations, and nominatily from others, particularly prefectures and cities, e.g., Tokyo, Kyoto, etc., which are beneficially affected by the Japan Tourist Associations's activities. The Japanese Government's contribution is appropriated through legislation initiated by the lower house and considered and consented to in the upper house.

The Japan Travel Bureau and the Japan National Tourist Association are separate entities; however, the personnel of the Bureau are loaned to the Association.

Schedule "B" - Item 10 (a)

Amounts Received During the Period From Foreign Principals Under Item 6.

San Francisco Office

ACCOUNT:

REMITTANCE:

Balance brought over from previous period July	§ 1,035.22
August	\$ 17,29 0.52
September	2,360,00
October	F 0
Movember	\$ 14,167.72
Detailer	\$ 529.88
	<u>\$ 373.00</u>
	37,753.48

Honolulu Office

1. Remittance from Japan Matienal Tourist Association, Tokyo, Japan:

July	\$17 don 15
Angust	\$11,892.45
September	1,045.67
October	200.00
Nevember.	8,936.59
Desember	150.00
nagarital.	616.73
	TOTAL \$22,841.41

Chicago Office

1. Remittance

July	\$17,199.35	From Tokyo
August	-NIL-	•
September	360,00	From Tokyo
October		From Tokyo
November		From Tokyo
December		From Tokyo
Total	\$32,355,44	
Brought over from		
previous period	\$ 1.306,69	
	\$33,662,13	

Schedule "B" (continued)

Dallas Office

1) Remittance from Japan National Tourist Association, Tokyo, Japan:

July	\$ 13,505.00
August	540.00
September	2,542.24
October	14,809,47
November	60.00
December	195.00
Total	\$ 32,476.00

New York Office

a. Remittance from JAPAN NATIONAL TOURIST ASSOCIATION, Tokyo, Japan:

	Balance from previous report	\$ 402.14
	July	43,117.04
	August	5,884.92
	September	6,100.00
	October	30,857.12
	levenber	8,301.02
		458.00
	December	\$ 95,120,24
	TOTAL:-	<u>1,72185215:</u>
ъ.	Henthly Expenditures:	
	July	\$ 27,449.25
	August	12,921.79
	September	8,375.07
	October	17.198.89
		13,270,26
	November	9,909.74
	December	
	TOTAL:-	89,125,00

Schedule "C" Item 10 (c)

All Expenditures Made During The Period Directly or Indirectly For or in the Interests of the Foreign Principal Named Under Item 6.

San Francisco Office

MONTHLY EXPENSITURE;

July	\$ 5,737.5 2
August	4.58 3.09
September	\$ 6,546.72
October	£ 6,380.71
November	\$ 5,083.69
December	\$ 5,951.32
	33,633.05

NATURE OF EXPENDITURE:

Office Maintenance	\$ 4,9 \$7.8 0 \$ 15,764.73
Salary to employees	
Travel Allowance	\$ 893.61
Office rent	\$ 2,970.00
Movie and Photo	\$ 1,238.20 \$ 622.48
Advertising and Public Relation	188.61
Survey and Investigation	\$ 3,571,54
Distribution Operation	\$ 3,426.08
Conference and meeting	13,633.05

Honolulu Office

2. Menthly Expenditure:

July	\$2,748.11
August	4,122.05
September	3,344.61
October	5,237.66
Nevember	2,938.17
Desember	3.445.35
	TOTAL \$21,835.95

3. Mature of Expenditure:

Office Maintenance	2,634.55
Salary	11,765.96
Office Rental	3,000.00
Mevie & Phote Expense	14.73
Mebile Exhibition and Fair	924.14
Business Meeting Expense	1,566.29
Survey & Investigation	72.96
Distribution	563.98
Miscellaneous Business Expense	225.75
Travel Allemence	495.10
Advertisement and Publicity	573.47
TOTAL	\$21,835.95

Schedule "C" (continued.)

Chicago Office

Dallas Office

2. Monthly Expenditure

July	\$ 5,732.97
August	5,334.61
September	3,475.04
October	4,762.46
November	4,122,53
December	6.075.79
Total	\$29,503.40

(Amount left over to the month of January, 1964 ...\$4,258.73)

3. Mature of Expenditure

Office Maintenance Expense	\$ 4,705.36
Allowance to M.Sudo, M.Sato & T.Tamura	9,324.59
Traveling Expense	640,14
Office Rent	4,890.00
Salary to Employees	4,055,19
Movie & Photo Expense	95,86
Advertising & Publicity Expense	507.00
Exhibition Expense	1,061.93
Conference & Meeting Expense	1,097,35
Survey & Investigation Expense	299.49
Distribution Expense	2,805.31
Miscellaneous Expense	21.18
Total	\$29,503.40

2) Monthly Expenditures:

July	\$ 3,5	21.76
August	3,9	56.09
September	4,3	21.00
October	8,4	95.58
November	3,4	61.24
December	4,0	32,95
Total	\$ 27,7	88,62

3) Nature of Expenditure:

Office Maintenance	\$ 2,484.63
Salary	11,736.48
Office Rent	3,300,00
Travel Expense	1,461,12
Movie & Photo Expense	95.00
Exhibition & Fair Expense	3,156.48
Ad & Publicity Expense	519.85
Survey & Investigation	64,26
Business Meeting Expense	222,62
Distribution Expense	800.77
Miscellaneous Expense	3,247,41
Total	27 288 62

Schedule "C" (continued)

New York Office

٥.	Mature of Expenditures: Office maintenance expenses	\$ 9,398.62
	Allowance to Fukunaga, Sekido,	23,633.14
	Yamaoka, Tsukagoshi, Matsumura	
	and Kawai	
	Travel (xpenses	807.12
	Office rent	9,328,50
	Salary to employees	6,960,20
	Movie & photo expenses	283.15
	Ad & publicity expenses	28,361.94
	Exhibition expenses	1,730.77
	Conference & meeting expenses	1,098.05
	Survey & investigation expenses	404.22
	Distribution expenses	5,903.81
	Missellaneous expenses	1,215.48
	TOTAL:-	\$ \$9,125.00

Schedule "D" Item 11 (a)

Radio Broadcasts, etc., Delivered by Officials or Employees of Registrant During the Period

San Francisco Office

I. RADIO AND TELEVISION BROADCASTING

A. Radio Interview:

Nov. 14 - Interviewed by KIRO-Radio in Seattle, Washington, for 10-minutes. Talk concerned general topics on travel in Japan. (Mr. Kagayama)

B. Television Interview:

- Nov. 4 Interviewed by KFMB-TV in San Diego, California, along with the representative of Hong Kong. Mr. Kagayama told of general travel conditions in Japan. (15-minutes)
- Nov. 14 Interviewed by KIVG-TV in Seattle, Washington, as one of the representatives of the Pacific countries. Mr. Kagayama told of tourism in Japan. (5-minutes)
- Dec. 17 Interviewed by KCRA-TV in Sacramento, California, for 30-minutes. Mr. Kagayama told of the forthcoming Olympics, as well as Japan in general.

II. TRAVEL TALKS GIVEN BY TOMOO KAGAYAMA

Nov. 4,5 - El Cortez Hotel, San Diego, California

Nov. 6,7 - Ambassador Hotel, Los Angeles, California

Nov. 11, 12 - Benson Hotel, Portland, Oregon

Nov. 13, 14 - Olympic Hotel, Seattle, Washington

III. FILM SHOWINGS

Nov. 27-30 - Kansai, Cradle of Japanese Culture, Travelguide, Hollywood, California

Dec. 9-20 - Japanese Doll, KOET-TV, Ogden, Utah

Dec. 1-31 - Kansai, Cradle of Japanese Culture, Travelguide, Hollywood, California

Jan. 20 - Enchanting Japan, Bill Burrud Enterprises, Ios Angeles, Calif.

Jan. 5 - <u>Japan, land and People</u>, Bill Burrud Enterprises, Los Angeles, California Schedule "D" Item 11 (a)

Radio Broadcasts, etc., Delivered by Officials or Employees of Registrant During the Feriod

San Francisco Office (continued)

IV. FILM LOAMS

The following films, 16 mm color-sound and black & white sound, were sent on a free loan basis to local schools, libraries, travel agencies, and carriers located west of the Mississippi.

Japan - Land and People Cormorant Fishing Atami Japan - Country of Delight Kimono Kimono * Master of Judo Ryokan Ryokan * This is Tokyo Kyoto Hiroshima Tokyo in Spring Kanagawa Holiday Welcome to Kanagawa Kanagava Kansai - Cradle of Japanese Culture A Pearl is Born Enchanting Japan Pestivals in Japan Gardens of Japan Inland Sea Japan in Winter Japan in Summer Japanese Doll Dawn of the Modernized Railway New Tokaido Line

*New films

Schedule "D" (continued)

Honolulu Office

B. TV AND RADIO

- From July December, this effice spensored the 4:00 p.m. news hour on Radio KONO, Tuesdays, Thursdays and Saturdays.
- 2. Kr. Susumm Yamaji was interviewed ever Radio K200 en Desember 8, tegether with a Japan Air Line personnel. Subject covered contered mostly on the Olympies to be held in Tekye in October, 1964.
- 3. On Radio KONO, Mr. Susumm Yamaji appeared on the hour-and-a-half "People Speak" Japanese program in which questions were called in that had snything to do with travel within Japan. This was on December 10.

C. PUBLIC SPENCHES AND FILM SHOWING

On October 25, the Haumii Economic Study Club invited Mr. Susumm Yamaji to give a talk on tourism in Japan. This was followed by a 30-minuted movie

Chicago Office

B. Radio and Television Broadcastins We have been advertising Japan on the air through WCLM-FM Broadcasting Station from 8.30 p.m. Thru 9.00 p.m. every Monday night since December 9th.

C. Public Speech and Film Showing

None

Dallas Office

2. TV and Radio

None.

3. Public Speeches and Film Showing None.

Schedule "D" (continued)

New York Office

TV AND RADIO:

none

PUBLIC SPEECHES AND FILM SHOWINGS:

a. Mr. Michitaro Yamaoka gave various 15-minute speeches on railroad transportation in Japan and showed the film "New Tokaido Line" as follows:

DATE	ARRANGED BY	<u>AT</u>	AUDIENCE
Sept. 10	Harrisburg Traffic Club	Colonial Country Club Harrisburg, Penn.	200
Sept. 11	Westinghouse Air- brake Co.	Westinghouse Airbrake Co. Pittsburgh, Penn.	50 0
Sept. 26	Pittsburgh Field Club	Pittsburgh Field Club Pittsburgh, Penn.	200
Sept. 27	U.S. Steel & Bess- emer & Lake Eric R.R.	U.S. Steel	200
Sept. 27	Pennsylvania R.R.	Pennsylvania Station Pittaburgh, Penn.	200

b. Mr. Masayoshi Fukunaga gave a 15-minute talk regarding travels in Japan to an audience of 50 people at one of the regular meetings of the Y.M.C.A., which was held at the Grand Central Branch of the Y.M.C.A., New York, N.Y. Our travel film entitled "Japan, Land and People" and "This is Tokyo" were shown after the talk.

RECEIVED DEFARISENT OF JUSTICE

From: De Witt S. Davidson
News Service: PL 1-3300
Geyer, Morey, Balland, Inc.
555 Mad fson Avenue
New York, N.Y. 10022

DATEDIATE RELEASE

NEW GUIDEBOOK TO THE ORIENT

At recent publication party for his latest travel book, Asia A to Z, suther Robert S. Kane (second from left) receives congratulations from (1. to r.) S. D. Khanna, director of the Government of India Tourist Office, New York, Emory Lewis, editor of Cue magazine, and Mr. and Mrs. Masayoshi Fukunaga. Mr. Fukunaga is director of the Japan National Tourist Association office in New York. Published by Doubleday, the new 431-page volume appraises more than twenty countries of the orient from Tokyo to Tehran, Delhi to Djakarta. Filled with helpful information—touristic, political and historical—Asia A to Z provides an up-to-the-minute primer for both travel agents and their clients on this complex and increasingly important travel area.

The publication party was co-hosted by the Government of India Tourist Office, the Japan National Tourist Association and Doubleday, and was held at the Indian Tourist Office.

Other books by Mr. Kane include South America A to Z and Africa A to Z.

INCEDIATE RELEASE

From: De Witt S. Davidson
News Service: PL 1-3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York, N.Y. 10022

SPOTLIGHT ON THE ORIENT

Masayoshi Fukunaga, director of the Japan National Tourist Association,
New York and Masao Yoshihara, sales director of the Palace Hotel, Tokyo,
congratulate Robert S. Kane on the publication of his latest travel book,
Asia A to Z. The trio was photographed at a publication party held at the
Government of India Tourist Office in New York.

Published by Doubleday, the new 431-page volume appraises more than twenty countries of the orient from Tokyo to Tehran, Delhi to Djakarta. Filled with helpful information—touristic, political and historical—Asia A to Z is an up-to-the-minute primer for both travel agents and their clients on this complex and increasingly important travel area.

Co-hosts of the party were the Government of India Tourist Office, the Japan National Tourist Association and Doubleday.

Other travel books by Mr. Kane include South America A to Z and Africa A to Z.

Left to right: Mesers. Fukunaga, Yoshihara, Kane.

12/2/63

FOR RELEASE: WHEN RECEIVED

From: De Witt S. Davidson
News Service
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York 22, New York

For: JAPAN NATIONAL TOURIST ASSOCIATION
1/2/63

NEW BURTON HOLAGES TRAVELOGUE ON JAPAN SCHEDULED FOR JAN. - FEB. PRESENTATION

HEW YORK -- Travel-minded audiences in major cities throughout the United States will have an opportunity to "preview" a visit to Japan via a brand-new Burton Holmes program, Today's New and Progressive Japan. Filmed by cameramen Burt Hixson and Grant Wolfkill, the color film will have live commentary by the well-known travel lecturer Robert Mallett.

The travelogue's color cameras range the Japanese islands from Hokkaido in the north to the balmy southern areas of Kyushu. Included are film sequences on such traditional Japanese arts as the tea ceremony and flower arranging plus views of shrines, cherry blossoms, geisha and other photogenic subjects.

Of particular interest are exclusive scenes of the modern Japanese theater with its eye-filling stage effects; Mt. Fuji is viewed from many vantage points; and there are numerous sequences involving Japanese children and the annual Boys' Day Festival. Also shown are several flashbacks to the Japan of the early 1920's, when Burton Holmes filmed his first travelogue there.

The following schedule for the program has been announced: HOSTON

(Symphony Hall) - Jan. 9; PHILADELPHIA (Academy of Music) - Jan. 11-12;

NEW YORK (Carnegie Hall) - Jan. 13 (5:30 p.m.); CHICAGO (Orchestra Hall)
Feb. 15, 16 and 18; ST. PAUL (Auditorium Theatre) - Feb. 17; CINCINNATI

(Tait Auditorium) - Feb. 19; and ST. LOUIS (Kiel Auditorium) - Feb. 20.

ARREST AND ARREST AREA AREA

From: De Witt S. Davidson
News Service: PLaza 1-3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York, N.Y. 10022

For: JAPAN NATIONAL TOURIST ASSOCIATION 1/16/64

NEW FREE BOOKLET, "HON TO SER KYOTO & NARA" A BOON TO VACATIONISTS BOUND FOR JAPAN

A handsome new booklet, How to See Kyoto & Nara, is now being offered free of charge by Japan National Tourist Association offices in the U.S. and Canada.

The 28-page, pocket-size guide to the two former capitals of Japan contains a wealth of illustrations and practical, up-to-the-minute information on what to do and see in these key tourist centers which, between them, contain many of the country's richest cultural and religious treasures.

Included are sections on major points of interest in and around each city, important annual events, transportation facilities, hotels, restaurants, shopping, amusements, museums and galleries, public offices and other useful data. Also helpful are the paragraphs on Kyoto's popular Home Visit Program (which enables overseas tourists to visit Japanese homes) and its Gion Corner which offers travelers a sampling of such traditional Japanese arts as the tea ceremony, flower arrangement, Bunraku puppet plays, Kyoto-style dances and Koto music.

At the back of the folder is a fold-out map upon which principal points of interest in Kyoto and Nara are clearly indicated.

Copies may be obtained from the following Japan National Tourist Association offices: 45 Rookefeller Plaza, New York, W.Y. 10020; 333 North Michigan Avenue, Chicago, Ill. 60601; 1420 Commerce Street, Dallas, Texas 75201; 651 Market Street, San Francisco, Calif. 94105; 109 Kaiulani Avenue, Honolulu, Hawaii, 96815; and 165 University Avenue, Toronto 1, Ont., Canada.

From: De Witt S Davidse News Service: Plaza 173300 Geyer, Morey, Ballard, Inc. 555 Madison Avenue New York 23, New York

FOR IMMEDIATE RELEASE

Fors

JAPAN NATIONAL TOURIST ASSOCIATION 2/14/63

REDISTRACION SECTION

NEW MULTI-LINGUAL TOURIST INFORMATION CENTER OPENS IN DOWNTOWN TOKYO

TOKYO - Overseas visitors to Japan are invited to make use of the facilities of a new, elaborately appointed tourist information center just opened in downtown Tokyo by the Japan National Tourist Association.

Located on the first and second floors of the recently completed Kotani Building at 4, 1-chome, Yurakucho, Chiyoda-ku, the center is already busy supplying tourists, travel agents, carrier representatives and others with a vast range of helpful information and free literature on travel within Japan.

Japanese girls, fluent in English, French, Spanish and German, are on hand to assist visitors in the first floor information center. This floor also contains an attractive lounge where tourists may relax after a strenuous round of sightseeing or shepping, and a telephone service where phone inquiries are answered in any of the four languages. The number of this service is 502-1461-2.

The second floor houses an extensive travel library as well as an auditorium used for film showing, lectures and exhibits.

As in the case of all JNTA offices, the new Tokyo information center is a non-commercial venture. Therefore, no reservations, sales of train, plane or theater tickets or tour bookings are made.

It is open from 9:00 a.m. to 5:00 p.m., Mondays through Saturdays and closed on Sundays and national holidays.

Kotaro Okuyama, former manager of the Japan National Tourist Association office in Toronto, is in charge.

In addition to the above office, JNTA will also open (in late 1963), a multi-lingual tourist information center at Tokyo International Airport and another in Kyoto.

#

From: De Witt S. Davidson
News Service: PL 1-3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York 22, New York

IMMEDIATE RELEASE

For: JAPAN NATIONAL TOURIST ASSOCIATION
3/8/63

KODACHROME PROCESSING TO BE AVAILABLE IN JAPAN

NEW YORK, March 8 --- Processing services for Kodachrome II and the brand-new Kodachrome X color films have just been made available in Japan, according to Kazuo Iwata, director of the Japan National Tourist Association, 45 Rockefeller Plaza, New York.

A new color laboratory, specially constructed for this purpose, has been completed in Yokohama by Far East Laboratories, Ltd., subsidiary of Nagase and Company, general distributor in Japan for Eastman Kodak Company. This new facility will be the 14th Kodachrome laboratory in the world outside the United States. Customers are requested to send their exposed film, from either 8 and 16 millimeter movie cameras and 135 and 828 still cameras, to Kyobashi, P.O. Box 200, Tokyo. Films will be processed in four or five days, not including mail time.

Commenting on the new process facility, Mr. Iwata said, "With the fast and more efficient service afforded by the new Yokohama process facility, visitors will be able to enjoy their Kodachrome slides more rapidly than before."

From: De Witt S. Pyidson
News Servic Plaza 3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York 22, New York

FOR IMMEDIATE RELEASE

For: JAPAN NATIONAL TOURIST ASSOCIATION
3/13/63

MASAYOSHI FUKUNAGA TO SUCCEED KAZUO IWATA AS HEAD OF JAPAN TOURIST OFFICE IN N.Y.

NEW YORK --- A new director has been appointed to head the New York office of the Japan National Tourist Association at 45 Rockefeller Plaza. He is Masayoshi Fukunaga who, during the past fifteen years, has held major posts in the Japanese Ministry of Transportation. He is scheduled to arrive in New York from Tokyo on March 18 and will assume his new duties at that time.

Mr. Fukunaga succeeds Kazuo "Howard" Iwata, who has headed the JNTA office here since September 1961 and who, on an earlier tour of duty, served as New York office manager from 1952 to 1955. Mr. Iwata will leave for Tokyo on March 29 to assume a new post with the Japan Travel Bureau.

A native of Tokyo, Masayoshi Fukunaga has long been a prominent figure in Japan's travel industry. From July 1961 until his present appointment, he was director of the Hiroshima Land Transportation Bureau, a division of the Ministry of Transportation. In this capacity, he supervised all forms of public transportation, sightseeing services, hotels and other tourist facilities in the region of Hiroshima. Mr. Fukunaga has also held managerial posts with Japan's Civil Aeronautics Board, with the Promotion Department of the Tourist Industry Bureau of the Ministry of Transportation (where he supervised Japan's overseas tourist promotion programs), and with the Maritime Bureau of the Ministry of Transportation.

As director of the New York office, Mr. Fukunaga becomes the top-ranking representative of the Japan National Tourist Association in North America. The Association is primarily concerned with publicizing Japan's tourist attractions via its information services, free literature, display materials and films. Other JNTA offices in the U.S. and Canada are located in Chicago, Dallas, Honolulu, San Francisco and Toronto.

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IMMEDIATE RELEASE

From: De Witt S Davidson

News Service: PL 1-3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue

New York 22, New York

For: JAPAN NATIONAL TOURIST ASSOCIATION
3/21/63

JAPAN NATIONAL TOURIST ASSOCIATION ADDS TWO NEW OFFICES DURING MARCH

NEW YORK -- Two new branch offices -- one in Dallas, Texas and the other in Sydney, Australia -- are being added to the Japan National Tourist Association's world-wide network during the month of March.

The new Dallas information center officially opens to the public on March 22. Located at 1420 Commerce Street (telephone: RI 1-4931), it serves a territory which includes the states of Texas, Arkansas, Kentucky, Louisiana, Mississippi, New Mexico, Oklahoma and Tennessee as well as Mexico, the countries of Central America, and the Caribbean area. Director of the office is Hirofumi Iwats who, prior to his Dallas appointment, served with the Ministry of Transportation in Tokyo.

The opening of JNTA's new Australian office is scheduled for March 29.

Located in Paxton House, 90 Pitt Street, Sydney, New South Wales, it will be headed by Akira Takano, and will serve all of Australia and New Zealand.

Both offices will provide travelers with free tourist literature and trip-planning information on Japan and the 1964 Tokyo Olympics. They will also offer a wide variety of display materials, films, posters and other sales aids to travel agents in their territories.

The opening of the new offices raises to ten the number of JNTA overseas branches throughout the world. Others are located in New York, Chicago, San Francisco, Honolulu, Toronto, London, Paris and Bangkok. Still another new office is due to open shortly in Frankfurt a/M, West Germany.

From:

De Witt S. Pividson News Service: Plaza 1-3300 Geyer, Morey, Ballard, Inc. 555 Madison Avenue New York 22, New York

IMMEDIATE RELEASE

For: JAPAN NATIONAL TOURIST ASSOCIATION 3/26/63

NEW JNTA DIRECTOR INTRODUCED AT TRAVEL INDUSTRY RECEPTION

NEW YORK, March 26 -- Masayoshi Fukunaga, newly appointed director of the New York office of the Japan National Tourist Association, this afternoon joined the former director, Kazuo (Howard) Iwata, in greeting local travel industry executives at a reception in the St. Regis Hotel.

Mr. Fukunaga who, during the past fifteen years, has held major posts in the Japanese Ministry of Transportation, arrived in New York on March 18th and assumed his new duties at that time. His predecessor, Kazuo Iwata, had headed JNTA's New York office at 45 Rockefeller Plaza since September 1961 and, on a previous assignment, served as New York office manager from 1952 to 1955.

Mr. Iwata will leave for Tokyo on March 29 to assume a new post with the Japan Travel Bureau.

A native of Tokyo, Masayoshi Fukunaga has long been a prominent figure in Japan's travel industry. From July 1961 until his present appointment, he was director of the Hiroshima Land Transportation Bureau, a division of the Ministry of Transportation. In this capacity, he supervised all forms of public transportation, sightseeing services, hotels and other tourist facilities in the region of Hiroshima. Mr. Fukunaga has also held managerial posts with Japan's Civil Aeronautics Board, with the Promotion Department of the Tourist Industry Bureau of the Ministry of Transportation (where he supervised Japan's overseas tourist promotion programs), and with the Maritime Bureau of the Ministry of Transportation.

- more -

As director of the New York office, Mr. Fukunaga becomes the top-ranking representative of the Japan National Tourist Association in North America. The Association is primarily concerned with publicizing Japan's tourist attractions via its information services, free literature, display materials and films. Other JNTA offices in the U.S. and Canada are located in Chicago, Dallas, Honolulu, San Francisco and Toronto.

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FROM: De Witt Savid News Service Geyer, Morey, Ballard, Inc. 555 Madison Avenue New York 22, New York

IMMEDIATE RELEASE

FOR: JAPAN NATIONAL TOURIST ASSOCIATION
4/29/63

NEW TOURIST SURVEY "PROFILES" VISITORS TO JAPAN

A survey of overseas visitors to Japan, recently conducted by the Japan National Tourist Association aboard two of the country's crack express trains running between Tokyo and Osaka, throws new light on travel patterns and preferences of visitors to the Land of the Cherry Blossom.

Of the 265 persons interviewed, more than 65 per cent were visiting

Japan for the first time, 9 per cent were on their second trip while another

9 per cent had been in the country three or more times. The balance of

respondents were long-term visitors. A majority of those questioned, however,

were staying in Japan less than two weeks.

Sixty-six per cent stated that they stayed only at Western-style hotels or patronized them more often than Japanese inns (42 per cent used Western-style hotels exclusively). Twenty-five per cent said that they used only Japanese inns or stayed at them more often than hotels. These replies indicate, however, that a larger proportion of overseas visitors are now booking at Japanese inns than in 1959 when the percentage ratio between users of Western-style hotels and inns was 84 to 16.

Among their reasons for using Japanese inns, 53 per cent stated that they wanted to see how the Japanese live, some 20 per cent stated that their travel agents recommended them, and 9 per cent said that the inns offered superior service.

As to Japan's leading attractions for tourists, "scenery" headed the list with 20 per cent, followed by gardens (16 per cent), shrines and temples (13 per cent), and "seeing the Japanese way of life" (12 per cent). Other major tourist incentives, in order of popularity, included shopping, art, entertainment, food, factory visits, hot-spring resorts and sports.

According to the survey, the eight most popular tourist purchases were pearls (13 per cent), silks (10 per cent), cameras (8 per cent), radios (7 per cent), wood-block prints (6 per cent) china and porcelain (5 per cent), kimonos (5 per cent) and costume dolls (4 per cent).

Among the aspects of Japan most highly praised by the overseas visitors were the lack of tipping in hotels and restaurants, the substantial savings available to tourists at the tax-free shops throughout the country, and the warm hospitality of the Japanese people.

Complaints voiced by the visitors included poor road conditions and lack of English-speaking attendants at some shops, inns and railway stations.

#

FROM: De Witt Savidson
News Service
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York 22, New York

IMMEDIATE RELEASE

FOR: JAPAN NATIONAL TOURIST ASSOCIATION 4/30/63

NEW M.S. SAKURA MARU ENTERS JAPAN-U.S.-SOUTH AMERICA RUN

A new Japanese two-class liner, the M.S. <u>Sakura Maru</u>, has just entered the Japan-U.S.-South America service of the Osaka Shosen Kaisha (O.S.K. Line). Now on her maiden eastbound voyage, the 12,200 gross-ton vessel will offer trans-Pacific sailings from Los Angeles, San Francisco and Honolulu every four months.

The largest passenger liner constructed in postwar Japan, the Sakura Maru offers accommodations for nearly one thousand persons. According to the Japan National Tourist Association, 152 passengers can be carried in her hand-somely appointed Cabin Class section in accommodations ranging from de luxe two-room suites to comfortable four-berth staterooms suitable for families. She can also carry 800 Third Class passengers in clean, modern dormitory accommodations. The entire vessel is air-conditioned.

In line with the newest trend in ship design, the Sakura Maru has her main engine aft. This permits all passenger accommodations to be located amidships for maximum comfort and convenience. The conventional funnel has been eliminated to allow more open deck space, with all engine fumes vented well astern.

Public rooms aboard the <u>Sakura Maru</u> incorporate the most attractive features of Japanese and western decor. They include large and small salons, a glass-enclosed verandah, cocktail lounge, a dining room with stage for films and live entertainment, a library and a nursery.

On her Japan-South America run, the new vessel sails from Kobe and Yokohama to Honolulu, San Francisco, Los Angeles, Balboa/Cristobal, Curacao, La Guaira, Belem, Recife, Salvador, Rio de Janeiro, Santos, Montevideo and Buenos Aires.

The Sakura Maru is scheduled to make her maiden westbound trans-Pacific sailing from Los Angeles on June 19 and from San Francisco two days later.

She'll sail from these ports again on October 18 (L.A.), October 20 (S.F.), and in 1964 on February 18 (L.A.), February 20 (S.F.).

Cabin-Class fares between U.S. West Coast ports and Japan range from \$350 to \$900. All Third-Class passengers pay the same fare for the two-week trans-Pacific voyage: \$285. Japanese meals are served in this class, but European dishes are available for a \$10 supplement.

AIR-SEA TOURS OFFERED

Attractively priced Japan Air-Sea Tours, jointly organized by Japan Air Lines, the Osaka Shosen Kaisha steamship line and the Japan Travel Bureau, have also been introduced. These tours, with a low base price of \$999, feature one-way transportation between the U.S. West Coast and Japan aboard the Sakura Maru (Cabin Class), one way via Japan Air Lines (Economy Class), plus a 10-day all-expense sightseeing tour of Japan.

The Sakura Maru measures 515 ft. in length and has a beam of 69 ft. Her cruising speed is 18 knots.

Further details on the new vessel may be obtained from the O.S.K. Line, 17 Battery Place, New York 4, New York.

FROM: De Witt S. Davidson News Service

Geyer, Morey, Ballard, Inc.

555 Madison Avenue New York 22, New York

FOR: JAPAN NATIONAL TOURIST ASSOCIATION 6/5/63

IMMEDIATE RELEASE

LATEST TRAVEL NEWS "BRIEFS" FROM JAPAN

NEW JAPANESE TRAVEL FILMS AVAILABLE FOR GROUP SCREENINGS

Two new 16-mm. color films are now available on free loan for group showings from Japan National Tourist Association offices in the U.S. and Canada. The first, Ryokan, introduces the viewer to the beauty and charm of Japanese-style inns with their distinctive decor, restful landscape gardens and guest-pampering services.

Its running time is 17 minutes. The second new film, Japan-Land and People, provides an overall picture of the skillful and industrious Japanese, themselves.

Major emphasis in the 28-minute film is on the country's artisans, but interesting sequences are also devoted to traditional Japanese architecture, students, factory workers and festivals. Prints of the films may be reserved from any of the following Japan National Tourist Association offices: 45 Rockefeller Plaza, New York 20; 333 North Michigan Ave., Chicago 1; 1420 Commerce St., Dallas 1; 651 Market St., San Francisco 5; 109 Kaiulani Ave., Honolulu 15; and 165 University Ave., Toronto 1.

###

"MY FAIR LADY" HEADS FOR TOKYO

A Japanese version of the Lerner-Loewe hit musical, "My Fair Lady," is due to open at Tokyo's Takarazuka Theater on Sunday, Sept. 1, reports the Japan National Tourist Association. Featured in the starring roles of Henry Higgins and Eliza Doolittle will be Tadao Takashima and Chiemi Eri, and the translation is being done by Takeshi Kurahashi, a professor of English at Waseda University. The show has already been presented in 15 foreign countries and in 10 languages.

- 2 -

ADDITIONAL YOUTH HOSTELS OPENED IN HOKKAIDO

Two additions to Japan's fast-growing chain of over 300 youth hostels have just opened on the northern island of Hokkaido. They are the Hokkaido Sounkyo Youth Hostel at Sounkyo Spa (50 minutes by car from Kamikawa Station) and the Kushiro Youth Hostel in Kushiro City. Each of the new buildings has twin dormitories with accommodations for 24 male and 24 female hostelers, plus two group leaders. According to the Japan National Tourist Association, the overnight charge is a modest 200 yen (56¢), and members of all recognized hostel associations are welcome. Seven additional hostels are due to open at various points throughout the country during the summer.

#

GINZA DEPARTMENT STORE OFFERS DAILY CULTURAL PROGRAMS

A small Ginza department store, the Miyuki, offers a new service of special interest to visiting tourists, reports the Japan National Tourist Association. It consists of daily demonstrations by skilled artisans and performers of such Japanese arts as flower arranging, the tea ceremony, traditional dances, koto playing and painting. Also presented are the backstage preparations for a Kabuki show, including makeup and costumes. The one-hour programs are held each morning and afternoon on the third floor of the store which is located in the Diamond Building at 5-chome, Ginza. An admission fee of \$1.00 is charged.

#

NEW 15-STORY HOTEL FOR OSAKA

Construction has begun on a 753-room, 15-story hotel next to the railway station in Osaka, reports the Japan National Tourist Association. Due to be the largest hotel west of Tokyo, the new structure is being built at a cost of \$8,300,000 by the Keihanshin Kyuko Railway Company. It is due to be completed in time for the Tokyo Olympics (October 10-24, 1964).

NEW CATHOLIC CATHEDRAL COMPLETED IN OSAKA

St. Mary's Cathedral, one of the largest Roman Catholic churches in the Orient, was dedicated recently in Osaka. Completed at a cost of some \$4,200,000, the modern white marble structure can accommodate 3,000 worshippers. An unusual feature of its facade, reports the Japan National Tourist Association, is a marble statue of the Virgin clad in a Japanese kimono of some 400 years ago—the only known statue of the Virgin portrayed in this manner. The new structure was built over the burial place of a Christian feudal lord in the Tamatsukuri section of the city.

#

MT. FUJI HOTEL TO OPEN JULY 1

The Mt. Fuji, a 98-room luxury hotel situated on a 3,300-ft. hilltop near Lake Yamanaka, is scheduled to open to summer vacationists on or about July 1. According to the Japan National Tourist Association, the \$2,800,000 structure commands a majestic view of its namesake, Mt. Fuji, and will feature many de luxe recreational facilities.

#

NOTES ON THE 1964 TOKYO OLYMPICS

Some 7,200 athletes will be accommodated in the Olympic Village to be built in the Washington Heights area of Tokyo for the '64 Olympics, reports the Japan National Tourist Association. Facilities will include a theater, clinic, shops and a customs office. About eight different varieties of cuisine will be available to the contestants and will be delivered to their quarters by a fleet of one dozen special trucks.

WORK BEGUN ON ORIENT'S LONGEST MONORAIL

Construction work has begun on the Orient's longest monorail system which will link downtown Tokyo with Tokyo International Airport, says the Japan National Tourist Association. Scheduled for completion by September 1, 1964, in time for the Olympic Games, the new system will transport some 138,000 passengers per day along the eight-mile route at speeds of over 40 m.p.h. The trains will operate at five-minute intervals.

#

TOKYO'S TRIPLE-DECKER COLF DRIVING RANGE

No need to let your golf grow rusty while sightseeing in Tokyo, reports the Japan National Tourist Association. Right in the center of the city is a novel "triple-decker" driving range constructed on the grounds of a Buddhist temple. On each of its three levels, 75 golfers can perfect their swings by slamming balls out onto a marked fairway. For more serious play, golf-minded Japan offers some 250 fine courses scattered throughout the country. While most of the clubs are private, many welcome visitors --- particularly on weekdays when the courses are not crowded.

From: De Witt S. Davidson

News Service: PLaza 1-3300 Geyer, Morey, Ballard, Inc. 555 Madison Avenue

New York, N.Y. 10022

For: JAPAN NATIONAL TOURIST ASSOCIATION 10/1/63

SUSUMU YAMAJI NAMED DIRECTOR

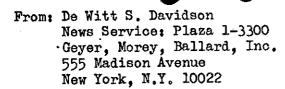
OF JNTA OFFICE IN HONOLULU

HONOLULU, Oct. 1—Susumu Yamaji today assumed the post of director of the Honolulu office of the Japan National Tourist Association at 109 Kaiulani Avenue. He succeeds Atsushi Otaguro, director of the office for the past three-and-a-half years, who is returning to Japan to become assistant to the general manager of the Kansai Regional Office of the Japan Travel Bureau in Osaka.

IMMEDIATE RELEASE

Prior to his present appointment in Hawaii, Mr. Yamaji served for 12 years in various branches of the Japanese Ministry of Transportation including its Tourist Industry Bureau, Secretariat, Civil Aviation Bureau and Marine Transport Bureau. A graduate of Tokyo University, he is married and has two children.

HHHHH



For: JAPAN NATIONAL TOURIST ASSOCIATION 11/11/63

NEW FREE BOOKLET ON INLAND SEA

One of the most scenic sightseeing areas in the orient, the island-studded Inland Sea of Japan, is described in detail in the latest "How To See" booklet issued by the Japan National Tourist Association.

Entitled "How To See Inland Sea," the 28-page publication brims over with helpful travel information on this 310-mile-long region cradled between Japan's large central islands of Honshu, Shikoku and Kyushu.

Included are brief descriptions of dozens of major cities and resorts which dot the area, among them Kobe, Takamatsu, Matsuyama, Dogo Spa, Hiroshima, Miyajima and Beppu. Of particular interest in this section are the mentions of off-the-beaten-path beauty spots and tips on unusual attractions such as the Ohara Art Gallery in Kurashiki (whose collection includes an El Greco); the superb Ritsurin landscape garden near Takamatsu; and the exciting--if unorthodox--bullfights (between two oxen) staged at Uwajima.

The booklet also contains a calendar of colorful regional festivals; a list of Western-style hotels, Japanese inns (ryokan) and youth hostels; information on rail, ship and airline services throughout the Inland Sea area; and a fold-out map.

Free copies may be obtained from the Japan National Tourist Association,
45 Rockefeller Plaza, New York, N.Y. 10020; 333 No. Michigan Ave., Chicago, Ill.
60601; 1420 Commerce St., Dallas, Texas 75201; 651 Market St., San Francisco, Calif.
94105; 109 Kaiulani Ave., Honolulu, Hawaii 96815; and 165 University Ave., Toronto
1, Ont., Canada.

From: De Witt S. Davidson
News Service: PL 1-3300
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555 Madison Avenue
New York, N.Y. 10022

For: JAPAN NATIONAL TOURIST ASSOCIATION 12/2/63

TAX REVISION EXPECTED TO CUT COSTS OF TOURIST TRAVEL IN JAPAN

A proposed revision of Japan's tax law is expected to bring substantial savings to American tourists and other visitors to Japan, beginning April 1, 1964.

An amendment to the present law will be proposed to the Diet this December to exempt foreign tourists from taxes on their hotel, restaurant and bar bills, reports the Japan National Tourist Association.

A ten per cent government tax is currently imposed on all room, meal and liquor charges at western-style hotels and ryokan (Japanese-style inns), while a fifteen per cent tax is imposed on the price of all food and liquor served at restaurants and bars.

The amendment is expected to be passed and should prove to be a boon to those visiting Japan on a limited travel budget.

From: De Witt S. Davidson
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555 Madison Avenue
New York, N.Y. 10022

For: JAPAN NATIONAL TOURIST ASSOCIATION 1/17/64

STELLAR PROGRAM ANNOUNCED FOR

OSAKA INTERNATIONAL FESTIVAL

Three outstanding European symphony orchestras, noted soloists and a leading ballet company will participate in the Seventh Osaka International Festival, to be held in Japan's second largest city from April 11 to May 4, 1964.

Association in New York, the orchestras will include the State Symphony Orchestra of the USSR under the batons of Konstantin Ivanov and Arvid Jansons; the Paris Conservatory Orchestra, conducted by André Cluytens; and an unusually interesting 40-member ensemble, the Cappella Coloniensis of Cologne, Germany, led by Ferdinand Leitner. Specializing in the music of such baroque composers as Bach, Handel, Vivaldi and Telemann, this small symphony orchestra is patterned after those of the 18th century. Its members play antique instruments, all of which are tuned about a half tone lower than those of the present day.

Solo performers at the Festival will include Andres Segovia, noted Spanish guitar virtuoso; Gyorgy Cziffra, Hungarian pianist; and Igor Bezrodny, Russian violinist. Mr. Bezrodny will appear with the State Symphony Orchestra of the USSR.

Representing the United States at the Festival will be the Beaux-Arts String Quartet of New York, whose members include Charles Libove, first Osaka Festival

violin; Alan Martin, second violin; Jorge Mester, viola; and Bruce Rogers, 'cellist. The Quartet was founded six years ago at the summer school of Pierre Monteux in Hancock, Maine.

For devotees of the dance, the Osaka Festival will offer four performances by the 66-member Yugoslav National Ballet of Belgrade.

A Japanese note in the predominantly occidental program will be provided by a special Noh performance on April 19.

Timed to coincide with the height of the cherry blossom season, the Osaka Festival is one of Japan's major spring tourist attractions as well as the largest music festival in the orient. It is held in the city's ultra-modern Festival Hall which boasts the latest in accoustical, lighting and stage installations and which features a rooftop heliport.

Although ticket prices have not yet been received for the 1964 Festival, they are expected to fall within last year's \$1.10-\$11.00 range.

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PERFORMANCE DATES

April 11, 12, 14, 15, 17: State Symphony Orchestra of the USSR

April 16, 18: Oyorgy Cziffra (piano recitals)

April 19: Noh Drama

April 21, 25: Andres Segovia (guitar recitals)

April 22, 25: Beaux-Arts String Quartet

April 23, 24, 26, 27, 28, 29, 30: Yugoslav National Ballet

May 1, 4: Paris Conservatory Orchestra

May 2, 3: Cappella Coloniensis Orchestra



From: De Witt S. Davidson
News Service: PL 1-3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York 22, New York

For: JAPAN NATIONAL TOURIST ASSOCIATION 7/25/63

FULL BERLIN OPERA COMPANY

TO PERFORM IN TOKYO THIS FALL

A musical event of the first magnitude will take place in Japan this fall when the entire 280-member German Opera of Berlin (Deutsche Oper Berlin) visits

Tokyo to present a series of sixteen performances from October 20 through November 8.

Well-known European vocalists and orchestras appear regularly in Tokyo and other major Japanese cities, but this will be the first time that an entire European opera troupe, including chorus and orchestra, has come to Japan.

The celebrated West Berlin company will offer four productions which display its virtuosity and talent to excellent advantage, reports the Japan National Tourist Association. They are <u>Fidelio</u>, by Beethoven; <u>Tristan and Isolde</u>, by Wagner; Mozart's <u>The Marriage of Figaro</u>; and <u>Wozzeck</u> by Alban Berg.

Among the stellar performers will be baritone Dietrich Fischer-Dieskau, soprano Elisabeth Grummer and Josef Greindl, bass. Others will include Erika Koth, Christa Ludwig, Lisa Otto, Walter Berry and Ludwig Suthaus. Conducting the orchestras and chorus will be Karl Bohm, Heinrich Hollreiser and Lorin Maazel. The productions will be directed by Wieland Wagner, Gustav Rudolf Sellner and Wolf Volker.

NEW THEATER TO BE USED

Because of the importance of the event, the performances have been selected to inaugurate the new \$6 million Nissei Theater which is located opposite Hibiya Park near the Imperial Hotel.

BERLIN OPERA IN TOKYO

Now nearing completion, the 1,350-seat structure was designed by Togo Murano and will incorporate the latest in stage, accoustical and electronic equipment. Its facilities are to include earphones for simultaneous translation into three languages.

Tickets for the Berlin Opera performances are already on sale and range from \$% 1,500 (\$4.18) to \$% 10,000 (\$27.88), with a limited number of seats at \$%500 (\$1.39) reserved exclusively for students.

From: De Witt S. Davidson
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For: JAPAN NATIONAL TOURIST ASSOCIATION 7/26/63

NEW FREE SHOPPING GUIDE AVAILABLE FROM JAPAN NATIONAL TOURIST ASSOCIATION

Japan's vast number of intriguing shops, both large and small, sometimes proves bewildering to first-time visitors or tourists on a tight time schedule. With this in mind, the Japan National Tourist Association now offers orient-bound travelers a handy, pocket-size booklet, Shopping at Quality Stores, recently issued by the Japan Souvenir Association.

The publication contains individual shopping directories for the cities of Tokyo, Yokohama, Nagoya, Osaka, Kyoto and Kobe, each with a list of recommended specialty shops and a street map showing the location of each store.

Addresses are printed in both English and Japanese (the latter for the benefit of cab drivers) and all shops listed offer top-quality merchandise ranging from cameras, transistor radios and porcelain to luggage, silks, art objects and pearls. A special designation is used to identify shops authorized to sell merchandise to overseas visitors at money-saving, tax-free prices.

Copies of Shopping at Quality Stores are available free of charge from the following Japan National Tourist Association offices: 45 Rockefeller Plaza, New York 20, N.Y.; 333 No. Michigan Ave., Chicago 1, Ill.; 1420 Commerce St., Dallas 1, Texas; 651 Market St., San Francisco 5, Calif.; 109 Kaiulani Ave., Honolulu, Hawaii; and 165 University Ave., Toronto 1, Ont., Canada.

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From: De Witt S. Davidson
News Service: PL 1-3300
Geyer, Morey, Ballard, Inc.
555 Madison Avenue
New York, N. Y. 10022
8/2/63

For:

JAPAN NATIONAL TOURIST ASSOCIATION
(San Francisco Telephone Contact: Area Code 415-EX 2-6640)

JUNICHI MATSUMOTO TO SUCCEED TATSUO OSAKO

AS HEAD OF JAPAN TOURIST OFFICE IN SAN FRANCISCO

A new director, Junichi Matsumoto, has been named to head the San Francisco office of the Japan National Tourist Association at 651 Market Street. He is due to assume his new post on August 16, succeeding Tatsuo Osako who has served as director of the office since March, 1960.

Scheduled to arrive in San Francisco from Tokyo on August 6, Mr. Matsumoto has, for the past 18 years, held executive posts in the Japanese Ministry of Transportation. For the past year, he served as assistant director of the Ministry's Tourist Industry Bureau. Prior to that, he was associated with its Seamen's Bureau and Marine Transport Bureau. He also represented the Ministry at the 1963 conference of the Pacific Area Travel Association in Jakarta.

A graduate of Kyoto Imperial University, Mr. Matsumoto is married and has two children, a son and a daughter.

Mr. Osako, who returns to Tokyo on August 20 to assume a new post with the Japan Travel Bureau, is widely known in West Coast travel circles. He has been active in such groups as the Pacific Area Travel Association and the association of foreign government tourist office managers in San Francisco and also served as a representative of the Japan National Tourist Association at several recent international and western regional conventions of the American Society of Travel Agents.

The Japan National Tourist Association is Japan's official governmental agency for the dissemination of free travel information, literature, films and other promotional materials to the general public and to travel agents. Its San Francisco office serves a large area including the states of Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, Oregon, Utah, Washington and Wyoming. Other JNTA offices in the U. S. and Canada are located in New York, Chicago, Dallas, Honolulu and Toronto.

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LATEST TRAVEL NEWS BRIEFS FROM JAPAN

TOKYO AIRWAIT HOTEL TO OPEN IN OCTOBER

The Tokyo Airwait, a 50-room Western-style hotel for air travelers, is scheduled to open early in October on the third floor of the recently renovated and enlarged Terminal Building at Tokyo International Airport.

According to the Japan National Tourist Association, the hotel will accommodate 63 persons in single and double rooms, each with private shower or bath.

Single rooms, with shower, will be available for \$2.78 for a minimum of three hours, plus 50¢ for each additional hour. The overnight rate will be \$7.78. Singles with bath will run slightly higher. Twin-bedded rooms, all with bath, will cost \$5.56 for the first three hours plus 70¢ for each additional hour, while the overnight rate will be \$12.50. Extra beds will be available for \$2.22; baby cots for \$1.11.

Meals will be served at the Airwait at the following prices: breakfast, \$1.39 (Continental breakfast: 83¢); luncheons from \$2.22; dinners from \$2.78.

The new hotel, to be managed by Yotaro Sugii, is completely soundproofed and air conditioned.

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IT'S "FASTEN YOUR SEAT BELITS" AT THIS TOKYO BAR

One of Tokyo's newest off-Ginza bars is decorated to resemble a jet liner, reports the Japan National Tourist Association. Patrons are given "boarding passes" before being ushered to their seats by waitresses called "flight stewardesses." To help complete the illusion, the bar stools have seat belts, "no smoking" signs flash on periodically, and flight announcements are made over an airline-type public address

" system.

TSUCHIURA KEISEI HOTEL NEARS COMPLETION

Work is being rushed to completion on the new 30-room Tsuchiura Keisei resort hotel, located on the shore of Lake Kasumiga-ura, just 58 minutes by express from Tokyo's Ueno station. Due to open about October 1, the hotel will have ten Western and twenty Japanese-style rooms, with all Western-style rooms equipped with private bath. Rates, including breakfast and dinner, will range from \$5.56 (Japanese-style room without bath) to \$12.50 per person.

According to the Japan National Tourist Association, the Tsuchiura Keisei Hotel is air conditioned and has two swimming pools (one for children), an attractive restaurant, large garden and yacht basin. It is located in the midst of a resort area just east of Tokyo which is famed for fine fishing and duck hunting.

Reservations are available from the Keisei Kanko Cc., Ltd., Keisei-Ueno Bldg., 3, Gojo-Machi, Taito-ku, Tokyo.

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NEW CRUISE SHIP FOR INLAND SEA

A luxuriousl; appointed new express liner, the 3,000-ton Kohaku Maru, is the latest addition to the rapidly expanding fleet of the Kansai Steamship Company on the scenic Inland Sea run between the ports of Osaka/Kobe and Takamatsu, Matsuyama and the spa town of Beppu.

The new vessel, which entered service this summer, has a capacity of 1,196 passengers in four classes, reports the Japan National Tourist Association. Her accommodations range from budget-priced dormitory space to de luxe cabins and one large suite, plus many handsome public rooms.

The Kohaku Maru (kohaku means "amber") raises to four the number of deluxe express liners operated by the Kansai Company on the Inland Sea. Other ships of the same class are the <u>Sumire Maru</u>, <u>Kurenai Maru</u> and <u>Murasaki Maru</u>. As a result of this new tonnage, tourists may now enjoy daylight trips in either direction through this lovely waterway. Heretofore, sailings from Beppu to Kobe/Osaka were always made at night.

- more -

JAPAN OPENS FIRST AMERICAN-STYLE MOTEL

Japan's first American-style motel, the "Motel Ashinoko," has just opened as a lakeside annex of the Hotel Kowaki-en in the resort center of Hakone, some two hours by car from Tokyo. According to the Japan National Tourist Association, the 27-room motel accommodates 60 persons and commands a panoramic view of Lake Hakone, the Sengokuhara Plateau and Mt. Fuji. Its recreational features include a swimming pool and a miniature golf course. Rates are \$10.00 for one person; \$11.10 for two with a 10% reduction from December 1 to February 28 (except for December 26-January 5); and a 10% increase from July 20 to August 31. The motel is operated by the Fujita Tourist Enterprises Co., Ltd., Tokyo.

#

AINU MUSEUM IN SAPPORO

Of unusual interest to tourists and anthropologists visiting Japan's northern island of Hokkaido is an Ainu Museum soon to be opened in the botanical gardens of Hokkaido University in Sapporo, the capital.

To be known as the Bachelor Museum, the collection will include some 20,000 items pertaining to the Ainu, an aboriginal group concentrated mainly in Hokkaido. This primitive, light-skinned race — which has no racial affinities with the Japanese—is thought to have entered Japan from the north and spread over the country before the arrival of the ancestors of the Japanese.

Items on display, reports the Japan National Tourist Association, will include harpoons, canoes, unusual costumes made of fish skin and others which closely resemble those of the American Indians.

The museum is named after an English minister, Dr. John Bachelor (1854-1944), a long-time resident of Hokkaido and one of the best-known authorities on the Ainu.

222-ROOM TAKANAWA HOTEL TO OPEN IN TOKYO NEXT FEBRUARY

A seven-story Western-style hotel, the Takanawa, is scheduled to open in Tokyo on February 20, 1964, reports the Japan National Tourist Association. The new structure, which will be conveniently located five minutes by car from the Shinagawa Station and twenty minutes from the airport, will have accommodations for 364 guests in its 222 rooms and suites. Daily rates will range from \$3.61 to \$19.44 per person.

The building will be air conditioned and its attractions will include a tropical lounge, a swimming pool and a convention hall capable of holding up to 200 persons.

Yoshihisa Yajima has been appointed manager.

The Takanawa Hotel is owned by the Tokai Kanko Co., Ltd., Dai-ichi Sogo Building, Kyobashi, Chuo-ku, Tokyo.

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NEW HOTEL FOR JAPAN'S CULTURED PEARL CAPITAL

Now under construction at Japan's cultured pearl "capital" of Toba is a ninety-room hotel, the Toba Hotel International, which is due to open on March 1, 1964.

Located on the shore of Toba Bay in Ise-Shima National Park, the new hostelry will accommodate 180 guests in its seventy Western-style and twenty Japanese-style air-conditioned rooms. Room rates will range from \$10.00 (twin with bath) to \$27.78 for the top suites.

According to the Japan National Tourist Association, special facilities will include a swimming pool, golf driving range, convention hall and marina.

Within easy reach of the hotel are the region's many cultured pearl farms and the Grand Shrines of Ise (Jingu Shrines), the most celebrated Shinto shrines in Japan.

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LATEST TRAVEL NEWS BRIEFS FROM JAPAN

NEW HYDROFOIL SERVICES IN JAPAN

Several new hydrofoil ferry services are now in daily operation on the Inland Sea and at two major coastal points, reports the Japan National Tourist Association. The 70-passenger "flying ferries," which skim the surface of the water at high speed, link Kobe with Takamatsu on Shikoku Island in two hours. The one-way fare is \$5.95. Similar services link Osaka with Inland Sea ports of Sakate and Tonosho, while a third new hydrofoil route, crossing Ise Bay from Nagoya to the pearl island of Toba, takes three hours and costs \$2.72 for the one-way trip.

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COLORAMA AT TOKYO INTERNATIONAL AIRPORT

A giant illuminated color transparency measuring thirty feet wide by nine feet high is one of many striking innovations in the recently enlarged main terminal building at Tokyo International Airport. The new Eastman Kodak Colorama, second largest in the world, features panoramic scenes of Japan and other countries served by flights from the Airport. According to the Japan National Tourist Association, the transparencies will be changed every two months. The world's largest Colorama is located on the east balcony of Grand Central Terminal in New York City.

"LAZY SUSAN" SPEEDS BAGGAGE DELIVERY AT TOKYO INTERNATIONAL AIRPORT

A modern "Lazy Susan" or caroussel-type baggage delivery system has been installed at Tokyo International Airport, says the Japan National Tourist Association. Baggage is whisked via high-speed conveyor belts from incoming planes to slowly rotating circular platforms where it can be promptly located and removed for customs inspection. The new system, recently installed at several major airports in the U.S. and Canada, is so efficient that luggage is often waiting for the passenger by the time he reaches the customs area.

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TV TAKES TO HIGHWAYS AND SKYWAYS IN JAPAN

Television sets are taking to the highways—and skyways—in Japan, reports the Japan National Tourist Association. Transistorized receivers have been installed in long-distance motor coaches operated by the Fujita Travel Service, and the All Nippon Airways Company is experimenting with airborne television sets aboard one of its Viscounts. If the project is well-received by the public, the sets will be installed in all of ANA's Viscounts to bring passengers important broadcasts such as the competitions at the '64 Olympics in Tokyo and major news events.

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GOLD AND SILVER INTERIORS FOR JAPAN'S NEW SUPER EXPRESSES

The Japanese National Railways have announced the color scheme for the interiors of their super express trains which are due to enter service on the New Tokaido Line between Tokyo and Osaka in October 1964. First class coaches will be decorated in gold, with two-abreast seating on each side of the aisle. Silver will be the dominant color in the second class compartments, with a three-and-two seating configuration used. According to the Japan National Tourist Association, the new streamliners are expected to provide the world's fastest rail service, maintaining a cruising speed of 124 m.p.h. for much of their 320-mile run.

OSAKA TRADE FAIR SCHEDULED FOR APRIL 9-29, 1964

The Osaka International Trade Fair, largest trade fair in the orient, will be held from April 9 to 29, 1964, reports the Japan National Tourist Association. According to official estimates, some 3,500 firms from over thrity countries throughout the world will participate. At the last Osaka fair, held in 1962, the number of exhibitors totaled 3,431. About two-and-a-half million visitors from Japan and overseas are expected to attend the event next spring.

Held during the height of the cherry blossom season, the Fair provides

North American businessmen with an unusual opportunity for mixing profit with

pleasure. The exhibition itself offers an important showcase for the newest

and finest products manufactured in Japan and other parts of the world, with

many helpful services available to expedite contacts between buyers and sellers.

Once business has been transacted, visiting industrialists and their families

can enjoy sightseeing in Japan during one of its most beguiling seasons.

Further details on the Fair may be secured by writing to the Osaka International Trade Fair Commission, Osaka Chamber of Commerce, Dojimanishimachi, Kita-ku, Osaka, Japan.

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HOTEL SPACE DURING '64 TOKYO OLYMPICS STILL AVAILABLE IN FUJI-HAKONE-IZU AREA

Many of the major hotels in Tokyo are already booked solid for the period of the XVIII Olympic Games (October 10-24, 1964). Yet plenty of attractive space in all price categories is still available at leading Western-style hotels and <u>ryokan</u> (Japanese inns) in the nearby Fuji-Hakone-Izu resort area, reports Masayoshi Fukunaga, director of the Japan National Tourist Association office in New York.

Those attending the Olympics, who decide to stay in this region, can easily commute to the Games via frequent and fast ($1\frac{1}{2}$ to 2 hours) train service, or by car. Between sessions in Tokyo at the Olympics, they can luxuriate at one of the area's many well-known resort hotels or inns with such sports as golf, tennis, swimming, sailing or mountain climbing right at their doorstep.

The Fuji-Hakone-Izu National Park, which embraces some 234,000 acres southwest of Tokyo, is among the most scenic all-year recreation areas in Japan. Its best-known landmark is, of course, Mt. Fuji, but there are many other attractions including lakes, waterfalls, forests and the famed thermal spas fringing Japan's Riviera Coast.

Among the most popular resorts in the area are those at Miyanoshita, Lake Hakone, Fuji Five Lakes, Atami, Ito and Shimoda. The latter three are on the Izu Peninsula overlooking the Pacific. Ito is particularly noted for its superb 18-hole golf courses.

Confirmed accommodations are a "must" for those planning to attend the Olympic Games. Tickets will be sold only to tourists who hold certificates or letters of confirmation from hotels or inns (or from friends in Japan) verifying the fact that they have accommodations in or near Tokyo during the period for which the tickets have been requested.